GENERAL MOTORS CORPORATION
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NEWS

For Release IMMEDIATELY

DETROIT -- After 35 years of producing films related to its business for live audiences totaling more than 550 million people, General Motors has turned the motion picture camera on itself.

Premiere showings are now being held of "World of Motion" -- a 25-minute, wide-screen view of GM's history, products, people and facilities and their world-wide involvement in the mobility of modern man.

Imaginative photography in this newest GM film captures the design, testing, manufacture and consumer use of the full range of GM products -- blending with them spectacular scenery in America, England, Germany, South Africa and Australia.

The new film was made in response to longstanding requests for a general information movie on General Motors from employes and dealers as well as from schools, service clubs and the variety of other groups which regularly use the GM Film Library, according to Anthony G. De Lorenzo, vice president in charge of the Public Relations Staff.

"World of Motion" joins 38 other films in the current catalog of the GM Film Library which has an inventory of over 10,000 prints shown before live audiences of nearly 20 million annually.

Mr. De Lorenzo said the new film dramatizes the great strides that have been made in audio-visual communications since GM established its free library of 16mm educational films in 1938.

"Early GM movies were in black and white and some were silent," he said. "Our newest film is the first major industrial use of the multiple-image technique which projects as many as five different color movies on a single screen.

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"Against the background of an original musical score and a minimum of narration, the pictures sketch a fast-moving kaleidescope of GM and its more than 700,000 employes and their continuing role in today's 'World of Motion'."

The new movie took a year to make and was filmed at locations around the world. The producer, award-winning Hanna-Barbera Productions of Hollywood, estimates the multiple-image technique compresses the story telling effect of 1½ hours of film footage into 25 minutes of viewing.

Hanna-Barbera is the world's largest producer of animation and the creator of the Flintstones, Yogi Bear and a number of television movies-of-the-week.

"The producers had free rein to use their creative talents to tell the GM story effectively," Mr. De Lorenzo said. "The historical treatment, for example, matches steps in the development of our vehicles with the public moods of each era while the music changes tempo from decade to decade."

Traditionally, the Film Library movies have been non-commercial with identification of GM and its divisions limited to a credit line, Mr. De Lorenzo said. "This has made our films both acceptable and useful in schools which make up 90 percent of our live audiences and which frequently praise these visual tools to assist in teaching technical subjects," he continued.

He said GM's 35 years of movie making "has reflected the continuing obligation General Motors feels to provide timely information on both the safe operation of our vehicles and social problems affecting them and also as to help people better understand the vehicles which are so much a part of their daily lives."

GM films are available to any group with a 16mm sound projector and the only charge is the return postage. Requests for catalogs and films should be addressed to GM Films, Room 1-101 General Motors Building, Detroit, Mich. 48202.

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